1981 EDITION

THE LATEST SCOOP

FACTS AND FIGURES ON ICE CREAM AND RELATED PRODUCTS

PUBLISHED BY THE INTERNATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS

UNITED STATES • CANADA • INTERNATIONAL

Other Publications

The following publications relating to the ice cream industry are available from the International Association of Ice Cream Manufacturers:

Frozen Dessert Facts

Marketing Information on Ice Cream and Related Products

The Foodservice Market for Dairy Products

Marketing Dairy Products to Foodservice

Let's Sell - Let's Serve Ice Cream

History of Ice Cream

Yogurt Marketing Profile

July 1981

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INTERNATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS

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FOREWORD

In addition to reporting production of ice cream and related products in the United States, Canada and 55 other countries, this year's edition of "The Latest Scoop" contains data extracted from a recent study conducted by IAICM on marketing ice cream products.

The information reported covers household usage of ice cream, market segmentation, serving occasions, supermarket sales, advertising by media and foodservice usage. This edition also includes a breakdown of the ice cream processor's dollar.

We hope this publication will be useful to our member companies and others interested in the frozen desserts industry.

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INTERNATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS

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How It All Started

Ice cream probably evolved from chilled wines and other iced beverages. In the fourth century before Christ, Alexander the Great was reputed to be fond of iced beverages.

And, from ancient records, it is learned that in 62 A.D., the Roman Emperor, Nero, sent fleets of slaves to the mountains of the Apennines to fetch snow and ice which were then flavored with nectar, fruit pulp and honey.

Marco Polo, the 13th century bard and adventurer, brought with him to Europe from the Far East, recipes for water ices...said to be used in Asia for thousands of years. These water ices became popular in Venice and throughout Italy.

When Catherine de Medici married Henry II and became Queen of France in 1533, she brought with her recipes for Italian sherbet. It is said that her son, Henry III, was addicted to these delicacies and consumed them daily.

In 1660 the Cafe Procope was founded in Paris by an Italian named Coltelli, and water ices and possibly cream ices were manufactured and dispensed.

In the 17th century, King Charles I of England was so delighted with the culinary masterpiece of cream ice concocted by his French chef, he paid him a pension of 500 pounds yearly to keep the recipe a secret, to be reserved for the exclusive use of the royal table. The chef was faithless to his trust and was beheaded in 1649.

This delicacy found its way to America and in 1700 Governor Bladen of Maryland was serving ice cream to his guests.

Dolley Madison created a sensation when she served ice cream as a dessert in the White House at the second inaugural ball in 1812.

The first hand-cranked freezer was invented by Nancy Johnson in 1846. She failed to patent it, however, and a similar type was patented by a Mr. Young in 1848.

The first commercial ice cream plant was established in Baltimore in 1851 by Jacob Fussell.

A year before the turn of the century, August Gaulin of Paris invented the homogenizer which is used to help develop the smooth texture of ice cream.

With the coming of mechanical refrigeration, the first batch freezer was invented by H. H. Miller of Canton, Ohio. About 1926, the first continuous freezer was commercially perfected by Clarence Vogt of Louisville, Kentucky.

The ice cream cone was first made and sold at the St. Louis World's Fair in 1904. It has remained a favorite to this date, with billions of cones consumed each year. Other products, such as ice cream on sticks, ice cream bars and other forms of ice cream; ice milk and sherbet, known in the industry as "novelties" had their beginning in the 1920s.

How Ice Cream Is Made

The basic mix for the manufacture of ice cream is largely cream and other milk ingredients, plus sweeteners.

The ingredients of the mix are carefully blended in proper proportions in a mixing tank. The mix may contain small amounts of functional ingredients, such as stabilizer, which prevents the formation of ice crystals in the ice cream after it is frozen.

The mix goes to a pasteurizer where it is heated and held at a predetermined temperature for a specified period of time. The most common type of pasteurization is the high-temperature-short-time method in which the mix is heated to 175 degrees F. and held for 25 seconds.

The hot mix then goes to the homogenizer where, under pressure of from 2,000 to 2,500 pounds per square inch, the milkfat globules are broken into still smaller particles to help make the ice cream smooth.

After homogenization, the hot mix is quickly cooled to a temperature of about 40 degrees F.

Next, freezing of the mix is accomplished by one of two methods: a "continuous freezer" which uses a steady flow of mix; or a "batch freezer" which makes a single quantity of ice cream at a time.

While the ice cream is being frozen, blades in the freezer, or "dashers" as they are commonly called, whip and aerate the products. Without this aeration, the finished product would be an inedible, solidly frozen mass of cream, milk, sugar and flavoring. In all states, this aeration, called "overrun," is controlled by requiring the finished ice cream shall weigh not less than 4.5 pounds per gallon and contain at least 1.6 pounds of total food solids.

With the use of the continuous freezer, ingredients such as fruits and nuts are added after the freezing by a mechanical flavor feeder. Liquid flavors are added to the mix prior to freezing.

The filling operation includes many activities such as filling large containers, half gallon, quart and pint packages, paper cups or molds for ice cream on a stick.

After the freezer and filling, ice cream goes to the "hardening room" where sub-zero temperatures further harden the ice cream. From the hardening room, it is loaded into refrigerated trucks for delivery to distributors or retailers.

1980 Review

- United States -

* The frozen desserts industry employs 18,500 people and has an annual payroll of $252.5 million.

* The wholesale value of ice cream, ice milk, sherbet and water ices was estimated to be $3,102 billion in 1980.

* More than 80% of ice cream and related products are sold through the supermarkets, grocery stores and convenience stores.

* About 20% of the frozen food sales in a supermarket are ice cream and related products.

* Over 86% of the households consume ice cream.

* The month of July, with unseasonably hot weather throughout most of the country, was the highest producing month for ice cream products with 10.97% of the total, with November ranking the lowest with 6.06%.

* The highest per capita production of ice cream is in the New England area with 21.86 quarts, followed by the West North Central region with a per capita of 19.04 quarts.

* The West North Central region has the highest per capita production of ice cream and related products with 29.18 quarts, followed by New England with 28.46 quarts.

* California produces the largest amount of frozen desserts with a total production of 130.2 million gallons. The per capita production of ice cream in California is 15.33 quarts and 22.00 quarts for all ice cream products.

* The frozen desserts industry accounts for 9.3% of the total milkfat supply.

- International -

The United States is the largest consumer of ice cream and related products with a per capita production in 1980 of 43.14 pints. The per capita production of ice cream was 29.24 pints.

Australia continues as the second highest consumer of ice cream products with 39.96 pints per capita.

New Zealand, based on 1979 data, registered the third highest per capita production of ice cream and related products with 37.30 pints.

Canada ranks fourth with a per capita production of 33.33 of all frozen desserts.

Sweden, with a per capita production of 27.07 pints, is the fifth largest consumer of ice cream products.

HIGHLIGHTS—UNITED STATES

1 9 8 0

Production of all frozen desserts totaled 1,224,388,000 gallons in 1980, an increase of 1% over the year 1979.

Ice cream production increased 2.3% for the year. Hard ice cream, which includes 96.6% of the total ice cream production, increased 2.0% while soft serve increased 11.1%.

Ice milk production was down 1.4% with hard ice milk declining 3.9% and soft serve 0.4%. Seventy-two percent of ice milk produced is soft serve, 25% of it in the East North Central area. The output of sherbet increased minimally while the production of water ices rose 4.1%. Mellorine continued its downward slide with a decrease in production of 15.8%

Ice cream continues as the most popular frozen dessert, accounting for 67.8% of the total production of frozen desserts, followed by ice milk with 23.9%, sherbet 3.7%, water ices 2.7%, with the balance mellorine and other frozen dairy products.

Production Changes - 1980

	1980	% Change from 1979
All frozen products 1/	1,224,388,000 gals.	+ 1.0
Per capita production	21.57 qts.	- 0.1
Ice cream (hard and soft)	829,798,000 gals.	+ 2.3
Per capita production	14.62 qts.	+ 1.2
Ice milk (hard and soft)	292,549,000 gals.	- 1.4
Per capita production	5.15 qts.	- 2.6
Sherbet (hard and soft)	45,187,000 gals.	+ 0.1
Per capita production	0.80 qts.	0.0
Water Ices (hard) 2/	33,386,000 gals.	+ 4.1
Per capita production	0.59 qts.	+ 3.5
Mellorine (hard and soft)	13,190,000 gals.	-15.8
Per capita production	0.23 qts.	-17.9

1/ Includes a small amount of other frozen products.

2/ Excludes production of water ices by counter freezers.

DEFINITIONS

- Selected Frozen Desserts -

ICE CREAM is a frozen food made from a mixture of dairy products, such as milk, cream and nonfat milk, combined with sugars, flavorings, fruits, nuts, etc. Ice cream which contains at least 1.4% egg yolks is called french ice cream or frozen custard. Ice cream and french ice cream contain a minimum of 10% milkfat and weigh not less than 4.5 pounds per gallon.

ICE MILK is a frozen dessert which is similar to ice cream except that it contains 2% to 7% milkfat.

SHERBET, both fruit sherbet and those flavored with flavors other than fruit, contains between 1% to 2% milkfat and weighs not less than 6 pounds per gallon.

WATER ICES, both fruit ices and those flavored with flavors other than fruit, contain no dairy ingredients and weigh not less than 6 pounds per gallon.

MELLORINE is a frozen dessert similar to ice milk in which the milkfat is replaced, in whole or in part, with vegetable fat and the minimum fat content is 6%.

NUTRITION HIGHLIGHTS 1/

	Calories	Protein g.	Carbohydrate g.	Fat g.	Vitamin A I.U.	Calcium mg.	Phosphorus mg.	Riboflavin mg.
Vanilla Ice Cream (10% fat)	130	2.3	15.3	6.9	261	84	64	.158
% U.S. RDA 2/		*5.1%*			*5.2%*	*8.4%*	*6.4%*	*9.3%*
Vanilla Ice Cream (16% fat)	151	1.8	13.8	10.2	388	65	50	.122
% U.S. RDA 2/		*3.9%*			*7.8%*	*6.5%*	*5.0%*	*7.2%*
Vanilla Ice Milk (4% fat)	90	2.5	14.2	2.8	104	85	63	.169
% U.S. RDA 2/		*5.6%*			*2.1%*	*8.5%*	*6.3%*	*9.9%*
Orange Sherbet (2% fat)	90	.72	19.5	1.3	61	34	24	.029
% U.S. RDA 2/		*1.6%*			*1.2%*	*3.4%*	*2.4%*	*1.7%*

1/ Values presented per 1/2 cup (approximately 4 fluid ounces). Source: Calculated from USDA Agricultural Handbook 8-1 (November 1976) data.

2/ United States Recommended Daily Allowance.

THE "REAL" PRICE OF ICE CREAM
1970-1980

Year	Average Wages Production Workers	Average Retail Price of Ice Cream	Labor Required to Purchase Half Gallon of Ice Cream
	$ per Hour	¢ per ½ Gallon	Minutes
1970	3.36	84.5	15.1
1971	3.57	85.4	14.4
1972	3.81	85.8	13.5
1973	4.08	91.0	13.4
1974	4.41	107.6	14.6
1975	4.81	122.3	15.3
1976	5.19	127.1	14.7
1977	5.63	135.2	14.4
1978	6.17	146.0	14.1
1979	6.69	163.3	14.6
1980	7.27	185.4	15.3
% Change 1970-1980	+116%	+119%	+1%

BREAKDOWN OF ICE CREAM PROCESSOR'S DOLLAR

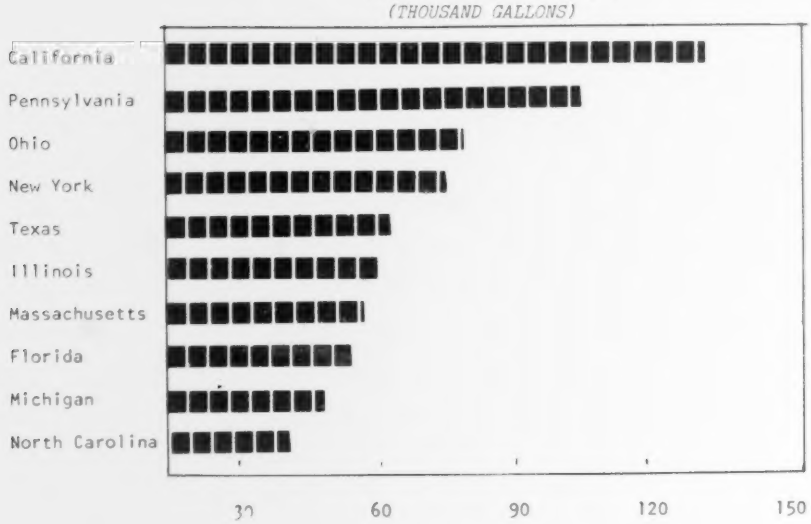
Source: Edward B. McClain Co., Inc., Memphis, Tennessee

PRODUCTION OF ICE CREAM AND RELATED PRODUCTS (HARD AND SOFT)
BY STATES AND REGIONS - 1980

STATE & REGION	ICE CREAM	ICE 1/ MILK	SHERBET	WATER ICES	MELLORINE TYPE PRODUCTS	OTHER FROZEN DAIRY PRODUCTS	TOTAL FROZEN PRODUCTS
			(Thousand Gallons)				
NEW ENGLAND							
Maine	467	377	2/				844
New Hampshire	1,237	2/	80				1,317
Vermont	298	2/	2/				298
Massachusetts	43,986	9,817	1,992			443	56,238
Rhode Island	1,110	432	41				1,583
Connecticut	20,387	2,976	2/				23,363
MID ATLANTIC							
New York	57,871	9,743	2,271	1,846	18		71,749
New Jersey	11,310	3,697	318	210			15,535
Pennsylvania	79,939	15,187	3,562	2,164		1,153	102,005
E. N. CENTRAL							
Ohio	49,020	22,359	2,969	2,080			76,428
Indiana	22,466	6,434	1,082	1,995		546	32,523
Illinois	38,147	17,485	2,199	927	912	593	60,263
Michigan	36,637	10,624	1,644				48,905
Wisconsin	21,580	7,085	872	2,605			32,142
W. N. CENTRAL							
Minnesota	32,888	5,310	1,578		2/		39,776
Iowa	2/	6,146	2/		1,238		7,384
Missouri	16,847	9,791	1,316		487		28,441
North Dakota	2,459	987	122	562			4,130
South Dakota	2/	459					459
Nebraska	9,125	2,952	269				12,346
Kansas	7,711	5,773	565	214			14,263
SOUTH ATLANTIC							
Delaware	2/	2/					2/
Maryland & D.C.	17,721	5,712	1,322	1,952		564	27,271
Virginia	8,781	3,963	468	86			13,298
West Virginia	2,359	2,675	188				5,222
North Carolina	26,764	10,819	1,508	1,757			40,848
South Carolina	10,237	4,019	1,023				15,279
Georgia	6,012	6,993	456				13,461
Florida	34,767	16,465	1,708	1,203		132	54,275
SOUTH CENTRAL							
Kentucky	2/	3,233	2/				3,233
Tennessee	18,751	5,772	1,141	640	2/	287	26,591
Alabama	12,602	7,010	741	578			20,931
Mississippi	4,895	3,111	380	330			8,716
Arkansas	4,503	2,980	260		393		8,136
Louisiana	8,235	4,188	502	210	2/	125	13,260
Oklahoma	9,565	4,114	534	226	241	244	14,924
Texas	38,987	11,895	2,681	1,869	6,052		61,484
MOUNTAIN							
Montana	1,963	1,063	82				3,108
Idaho	2/	2/	2/				2/
Wyoming	2/	2/	2/				2/
Colorado	9,607	5,092	520	415		108	15,742
New Mexico	3,237	1,230	2/				4,467
Arizona	6,361	3,952	392		2/		10,705
Utah	8,198	2,882	593	127			11,800
Nevada	1,186	1,078	2/				2,264
PACIFIC							
Washington	17,040	8,935	1,145				27,120
Oregon	8,169	4,156	406		203		12,934
California	90,714	28,729	5,015	3,480	2,263		130,201
Other States 3/	25,659	4,849	3,242	7,910	1,383	6,083	49,126
UNITED STATES	829,798	292,549	45,187	33,386	13,190	10,278	1,224,388

1/ Includes freezer-made milkshake.
2/ State data not shown when less than 3 plants reported or individual operations might be disclosed; included in "Other States" with Alaska and Hawaii.
3/ Includes varying states for each product.
Prepared by International Assn. of Ice Cream Mfrs. from data published by U. S. Department of Agriculture.

TOTAL PRODUCTION OF FROZEN DESSERTS (HARD AND SOFT)
TEN LEADING STATES, 1980
(THOUSAND GALLONS)



PRODUCTION OF ICE CREAM AND RELATED PRODUCTS (HARD AND SOFT)
TEN LEADING STATES, 1980

State	Ice Cream	Ice Milk	Sherbet	Water Ices	Mellorine Type Products	Total 1/
			(Thousand Gallons)			
California	90,714	28,729	5,015	3,480	2,263 2/	130,201
Pennsylvania	79,939	15,187	3,562	2,164		102,005
Ohio	49,020	22,359	2,969	2,080		76,428
New York	57,871	9,743	2,271	1,846	18	71,749
Texas	38,987	11,895	2,681	1,869	6,052	61,484
Illinois	38,147	17,485	2,199	927	912	60,263
Massachusetts	43,986	9,817	1,992			56,238
Florida	34,767	16,465	1,708	1,203		54,275
Michigan	36,637	10,624	1,644			48,905
North Carolina	26,764	10,819	1,508	1,757		40,848
TOTAL-10 STATES	496,832	153,123	25,549	15,326	9,245	702,396
PERCENT OF U. S. TOTAL	59.9%	52.3%	56.5%	45.9%	70.0%	57.4%

1/ Includes small amounts of other frozen products in addition to those shown separately.
2/ Designated as "Imitation Ice Cream" or "Imitation Ice Milk" in California.

Prepared by International Association of Ice Cream Manufacturers from data published by U. S. Department of Agriculture.

EMPLOYEES, WAGES AND VALUE OF SHIPMENTS
FROZEN DESSERTS INDUSTRY, 1947-1978

Year	All Employees 1/		Production Workers 1/		Wages 1/	Value of Product Shipments 2/
	Number	Payroll	Number	Manhours		
	Thousands	Million Dollars	Thousands	Millions	Million Dollars	Million Dollars
1947	46.7	119.3	29.3	52.8	66.1	802.0
1954	36.5	134.2	21.0	42.4	64.2	954.3
1958	34.8	153.9	18.7	37.7	72.4	1,137.7
1963	29.6	162.8	15.6	32.5	76.6	1,210.0
1967	24.6	156.4	13.8	27.2	77.2	1,273.6
1968	23.7	158.2	13.2	26.6	79.8	1,330.0
1969	22.7	159.2	12.6	25.4	80.6	1,334.8
1970	24.1	166.8	13.9	26.1	85.9	1,343.2
1971	22.6	173.5	12.8	25.1	87.7	1,389.0
1972	21.1	184.7	12.0	23.5	94.7	1,519.4
1973	21.3	195.9	12.1	24.1	100.0	1,639.5
1974	21.3	196.5	11.8	22.9	108.0	1,787.9
1975	20.2	208.5	11.1	22.0	116.4	2,012.9
1976	20.3	223.6	11.3	22.3	125.3	2,063.3
1977	19.1	247.0	11.4	22.7	130.1	2,229.4
1978	18.5	252.5	11.3	21.9	136.6	2,397.2

1/ Data for plants with ice cream and other frozen desserts as the leading product group in value of shipments.

2/ Includes value of shipments of ice cream and other frozen desserts by plants classified in other industries, such as fluid milk.

SOURCE: Bureau of the Census, U. S. Department of Commerce.

CAPITAL EXPENDITURES FOR NEW PLANTS AND EQUIPMENT
FROZEN DESSERTS INDUSTRY, 1947-1978

Year	Total	For Plants	Share of Total	For Equipment	Share of Total
	Million Dollars	Million Dollars	Percent	Million Dollars	Percent
1947	36.0	5.4	15.0	30.6	85.0
1954	25.7	4.2	16.3	21.5	83.7
1958	26.1	5.1	19.5	21.0	80.5
1963	31.9	8.1	25.4	23.8	74.6
1967	26.6	5.7	21.4	20.9	78.6
1968	22.1	2.8	12.7	19.3	87.3
1969	30.3	5.6	18.5	24.7	81.5
1970	43.7	15.8	36.2	27.9	63.8
1971	28.0	5.7	20.4	22.3	79.6
1972	35.8	7.5	20.9	29.3	79.1
1973	29.2	9.7	33.2	19.5	66.8
1974	27.8	6.2	22.3	21.6	77.7
1975	37.2	10.1	27.2	27.0	72.6
1976	43.2	11.9	27.5	31.3	72.5
1977	58.1	19.4	33.4	38.7	66.6
1978	56.4	12.6	22.3	43.8	77.7

SOURCE: Bureau of the Census, U. S. Department of Commerce.

TOTAL AND PER CAPITA PRODUCTION (HARD AND SOFT)
ICE CREAM AND RELATED PRODUCTS
1859-1980

YEAR	ALL PRODUCTS REPORTED		ICE CREAM		ICE MILK 2/		SHERBET		WATER ICES		OTHER FROZEN 3/ DAIRY PRODUCTS		MELLORINE TYPE PRODUCTS	
	Total 1/ 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts
1859	4		4											
1869	24		24											
1879	144	0.01	144	0.01										
1889	851	0.06	851	0.06										
1899	5,021	0.27	5,021	0.27										
1909	29,637	1.31	29,637	1.31										
1919	152,982	5.86	152,982	5.86										
1920	171,248	6.43	171,248	6.43										
1930	255,439	8.30	255,439	8.30										
1940	339,544	10.29	318,088	9.64	10,457	0.32	8,089	0.24			2,910	0.09		
1950	634,768	16.79	554,351	14.66	36,870	0.98	17,018	0.45	18,299	0.48	8,230	0.22		
1955	819,934	19.96	628,525	15.30	90,185	2.20	37,365	0.91	28,158	0.69	3,440	0.08	32,261	0.78
1960	969,004	21.54	699,605	15.55	145,177	3.23	40,734	0.91	33,361	0.74	4,913	0.11	45,214	1.00
1965	1,130,215	23.36	757,000	15.65	230,992	4.77	45,449	0.94	37,119	0.77	6,486	0.13	53,169	1.10
1970	1,193,144	23.42	761,732	14.95	286,663	5.63	48,887	0.96	37,265	0.73	6,719	0.13	51,878	1.02
1975	1,263,213	23.45	836,552	15.53	298,789	5.55	48,542	0.90	38,230	0.71	11,062	0.20	30,038	0.56
1976	1,225,903	22.54	818,241	15.04	286,176	5.26	49,589	0.91	38,001	0.70	10,612	0.20	23,284	0.43
1977	1,235,585	22.49	809,849	14.74	307,949	5.60	49,783	0.91	37,264	0.68	11,945	0.22	18,795	0.34
1978	1,236,522	22.27	815,360	14.68	310,063	5.58	48,034	0.87	33,965	0.62	12,836	0.23	16,264	0.29
1979	1,212,645	21.60	811,079	14.45	296,653	5.29	45,124	0.80	32,081	0.57	12,034	0.21	15,674	0.28
1980	1,224,388	21.57	829,798	14.62	292,549	5.15	45,187	0.80	33,386	0.59	10,278	0.18	13,190	0.23

1/ Data from 1859 to 1919 indicate only the estimated trend of production.

2/ Includes freezer-made milkshake beginning 1954.

3/ For 1940-1953 includes frozen custard and frosted or frozen malted milk.

Prepared by the International Association of Ice Cream Manufacturers from data published by the U. S. Department of Agriculture.

MONTHLY PRODUCTION OF ICE CREAM AND RELATED PRODUCTS (HARD AND SOFT)
1978-1980

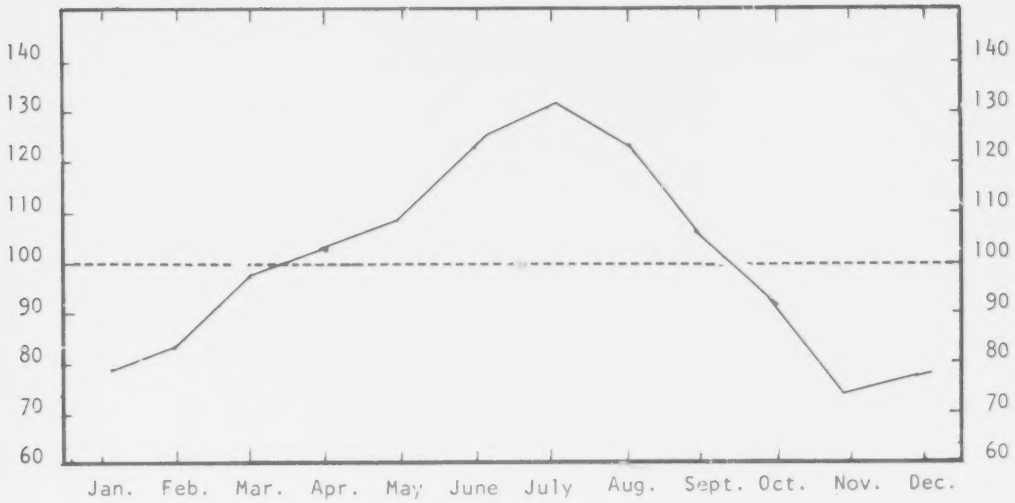
Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
						(Thousand Gallons)							
						ALL FROZEN PRODUCTS 1/							
1978	74,586	80,926	106,458	102,187	118,173	136,662	128,336	131,691	107,647	95,555	81,462	72,839	1,236,522
1979	78,016	80,273	104,102	102,883	115,595	125,948	124,810	129,432	103,950	96,363	78,998	72,275	1,212,645
1980	81,507	86,001	99,160	104,291	111,935	124,047	134,374	126,447	108,341	94,798	74,279	79,208	1,224,388
						ICE CREAM							
1978	52,973	56,804	70,965	65,205	73,643	85,321	79,535	84,224	71,847	65,276	57,387	52,180	815,360
1979	55,244	56,154	69,753	67,515	73,510	80,203	79,771	84,110	70,089	66,972	55,873	51,885	811,079
1980	58,244	60,958	68,379	69,681	71,888	79,705	86,878	83,299	73,973	66,233	53,199	57,361	829,798
						ICE MILK 2/							
1978	15,589	17,779	25,709	26,516	32,498	36,385	35,370	35,267	27,234	23,279	18,569	15,868	310,063
1979	16,883	17,665	25,432	25,572	30,611	32,718	32,571	33,334	25,837	22,561	17,799	15,670	296,653
1980	17,460	18,688	22,938	25,447	29,193	31,564	33,979	31,363	26,096	22,254	16,710	16,857	292,549
						SHERBET							
1978	2,947	2,705	4,044	4,047	4,745	6,017	5,286	5,151	4,005	3,504	2,881	2,702	48,034
1979	2,934	2,575	3,646	3,964	4,426	5,115	5,083	4,979	3,720	3,294	2,717	2,671	45,124
1980	3,021	2,890	3,477	3,715	4,268	5,003	5,563	5,033	3,910	3,000	2,372	2,935	45,187
						WATER ICES							
1978	1,516	1,862	3,061	3,503	3,965	5,200	4,814	4,059	2,287	1,550	1,183	965	33,965
1979	1,395	1,977	2,766	3,130	4,089	4,734	4,418	4,005	1,996	1,616	1,106	849	32,081
1980	1,466	1,892	2,532	3,191	4,075	4,942	5,057	4,147	2,374	1,711	994	1,005	33,386
						MELLORINE TYPE PRODUCTS							
1978	1,009	1,062	1,547	1,577	1,664	1,835	1,626	1,654	1,366	1,251	916	757	16,264
1979	968	1,165	1,425	1,405	1,570	1,672	1,617	1,637	1,295	1,198	981	741	15,674
1980	813	989	1,023	1,235	1,353	1,490	1,462	1,313	1,194	1,030	617	671	13,190

1/ Includes small amounts of other frozen products in addition to those shown separately.
2/ Includes freezer-made milkshake

Prepared by the International Association of Ice Cream Manufacturers from data published by U. S. Department of Agriculture.

SEASONALITY OF PRODUCTION OF ICE CREAM
AND RELATED PRODUCTS - 1980

(Monthly production as a percent of annual average)



MONTHLY PRODUCTION OF ICE CREAM AND RELATED PRODUCTS
AS A PERCENT OF ANNUAL AVERAGE, 1979-1980

Month	1979	1980
January	77.2	79.9
February	79.4	84.3
March	103.0	97.2
April	101.8	102.2
May	114.4	109.7
June	124.6	121.6
July	123.5	131.7
August	128.1	123.9
September	102.9	106.2
October	95.4	92.9
November	78.2	72.8
December	71.5	77.6

PRODUCTION OF MIX FOR FROZEN PRODUCTS (HARD AND SOFT)
STATES AND REGIONS - 1980

STATE AND REGION	ICE CREAM MIX	ICE MILK 1/ MIX	SHERBET MIX	MELLORINE TYPE MIX	TOTAL MIX FOR FROZEN PRODUCTS
	(Thousand Gallons)				
NEW ENGLAND					
Maine	2/	200	2/		200
New Hampshire	647	2/	2/		647
Vermont	2/	2/	2/		2/
Massachusetts	21,492	7,418	1,366		30,276
Rhode Island	517	2/	27		544
Connecticut	9,736	825	2/		10,561
MID ATLANTIC					
New York	31,334	6,888	1,623		39,845
New Jersey	7,785	2,979	183		10,947
Pennsylvania	41,001	7,045	2,309		50,355
E. N. CENTRAL					
Ohio	24,053	14,592	1,986		40,631
Indiana	10,570	3,773	652		14,995
Illinois	19,591	12,628	1,456	750	34,425
Michigan	19,080	6,756	1,108		26,944
Wisconsin	11,002	3,603	564		15,169
W. N. CENTRAL					
Minnesota	15,384	4,025	887		20,296
Iowa	2/	4,141	2/	1,370	5,511
Missouri	8,151	5,388	836	103	14,478
North Dakota	1,229	426	82		1,737
South Dakota	541				541
Nebraska	4,646	1,773	169		6,588
Kansas	3,980	3,520	363		7,863
SOUTH ATLANTIC					
Delaware	2/	2/	2/		2/
Maryland & D.C.	9,038	2/	638		9,676
Virginia	4,996	5,898	297		11,191
West Virginia	1,155	1,186	93		2,434
North Carolina	13,554	6,839	1,009		21,402
South Carolina	5,399	1,784	628		7,811
Georgia	2,944	5,001	291		8,236
Florida	17,765	9,984	1,090		28,839
SOUTH CENTRAL					
Kentucky	2/	2,178	2/		2,178
Tennessee	9,592	3,000	746		13,338
Alabama	6,219	4,060	483		10,762
Mississippi	2,517	1,943	243		4,703
Arkansas	2,333	2,352	156	205	5,046
Louisiana	4,045	2,316	309		6,670
Oklahoma	4,792	2,221	342	117	7,472
Texas	19,466	7,702	1,700	3,112	31,980
MOUNTAIN					
Montana	984	701	49		1,734
Idaho	2/	531	2/		531
Wyoming	2/	2/	2/		2/
Colorado	4,863	3,318	326		8,507
New Mexico	1,661	2/	2/		1,661
Arizona	3,253	2/	249		3,502
Utah	4,236	2,039	360		6,635
Nevada	613	711	2/		1,324
PACIFIC					
Washington	8,782	5,458	740		14,980
Oregon	3,984	2,587	265	104	6,940
California	44,945	17,619	3,331	1,326	67,221
Other States 3/	13,102	8,732	2,394	451	24,679
UNITED STATES	420,977	184,140	29,350	7,538	642,005

1/ Includes milkshake mix.
2/ State data not shown when less than 3 plants or individual operations might be disclosed; included in "Other States" with Alaska and Hawaii.
3/ Includes varying states for each product.

Prepared by International Assn. of Ice Cream Mfrs. from data published by U. S. Department of Agriculture.

PRODUCTION OF ICE CREAM AND RELATED PRODUCTS (HARD AND SOFT)
BY REGIONS - 1980

REGION	ICE CREAM	ICE 1/ MILK	SHERBET	WATER ICES	MELLORINE TYPE PRODUCTS	OTHER FROZEN DAIRY PRODUCTS	TOTAL FROZEN PRODUCTS
	(Thousand Gallons)						
New England	67,485	14,618	3,125	1,784		841	87,853
Mid Atlantic	149,120	28,627	6,151	4,220	18	3,755	191,891
E. N. Central	167,850	63,987	8,766	7,738	1,359	1,877	251,577
W. N. Central	82,340	31,418	4,936	4,065	1,855	885	125,499
South Atlantic	106,641	50,926	6,673	6,399	197	1,224	172,060
South Central	103,925	42,303	6,700	4,097	6,708	1,149	164,882
Mountain	34,088	17,117	1,997	818	310	108	54,438
Pacific	115,923	41,820	6,566	4,136	2,466	439	171,350
UNITED STATES 2/	829,798	292,549	45,187	33,386	13,190	10,278	1,224,388

1/ Includes freezer-made milkshake.
2/ Includes Alaska and Hawaii.

Prepared by International Association of Ice Cream Manufacturers from data released by U. S. Department of Agriculture.

PER CAPITA PRODUCTION (HARD AND SOFT)
ICE CREAM AND RELATED PRODUCTS
BY REGIONS, 1960-1980

Product & Year	New England	Mid Atlantic	E. N. Central	W. N. Central	South Atlantic	South Central	Mountain	Pacific	United States
				(Quarts)					
ICE CREAM									
1960	18.44	19.71	17.94	17.11	13.23	9.52	13.21	14.25	15.55
1965	20.06	18.74	18.19	18.00	13.40	9.57	12.88	14.89	15.65
1970	20.82	17.96	16.86	17.94	11.36	10.18	11.90	14.62	14.96
1975	24.72	16.27	17.40	19.23	12.33	11.71	10.96	15.77	15.53
1978	22.28	15.01	16.33	18.76	12.19	10.99	10.67	15.38	14.68
1979	22.08	15.34	15.42	19.42	11.68	10.66	12.02	15.39	14.45
1980	21.86	16.23	16.11	19.04	11.51	10.77	11.93	15.16	14.62
ICE MILK									
1960	1.50	0.86	2.61	5.42	3.97	3.61	4.92	5.48	3.23
1965	2.10	2.01	4.50	6.59	6.52	5.54	5.47	6.21	4.77
1970	3.65	3.32	5.89	8.24	6.66	5.50	6.56	6.55	5.63
1975	5.34	3.40	6.49	7.70	5.86	5.14	5.18	5.95	5.55
1978	5.31	3.41	6.60	7.54	5.97	4.86	6.14	5.76	5.58
1979	5.06	3.10	6.35	7.34	5.62	4.63	6.19	5.52	5.29
1980	4.73	3.11	6.14	7.30	5.50	4.38	5.99	5.47	5.15
TOTAL FROZEN PRODUCTS 1/									
1960	21.76	22.34	22.91	24.98	18.97	18.19	20.01	23.96	21.54
1965	24.38	22.64	24.81	27.11	21.78	20.66	20.56	26.08	23.36
1970	26.55	23.06	25.06	28.46	19.48	20.48	20.06	25.64	23.43
1975	31.59	21.19	25.92	28.38	19.95	20.35	17.26	24.56	23.45
1978	29.50	20.23	24.85	28.16	19.50	18.03	17.77	23.22	22.27
1979	28.84	20.02	23.66	29.42	18.76	17.31	19.48	22.81	21.60
1980	28.46	20.88	24.14	29.18	18.57	17.08	19.05	22.41	21.57

1/ Includes ice cream, ice milk, sherbet, mellorine type products, water ices and other frozen dairy products.

Prepared by the International Association of Ice Cream Manufacturers from production data released by the U. S. Department of Agriculture and population estimates from Bureau of the Census, U. S. Department of Commerce.

NUMBER OF PLANTS PRODUCING ICE CREAM AND RELATED PRODUCTS
1960-1980

Year	Ice Cream		Ice Milk	Sherbet	Water Ices	Mellorine Type Products
	Including Counter Freezers	Excluding Counter Freezers				
1960	16,591	-	23,843	5,067	2,376	1,242
1961	15,872	-	27,607	4,636	2,398	1,221
1962	14,541	-	30,919	3,764	2,353	1,364
1963	13,915	2,476	33,229	3,625	2,650	1,253
1964	13,106	-	34,485	3,395	2,691	1,313
1965	12,584	-	35,181	3,452	2,852	1,280
1966	12,063	-	36,158	3,580	2,682	1,308
1967	11,452	-	37,312	3,191	2,773	1,363
1968	11,228	1,873	39,474	3,108	2,854	1,792
1969	1/	1,739	1,160 2/	1,176 2/	1/	199 2/
1970		1,628	1,088	1,122 2/	377	203
1971		1,520	1,008	1,065	335	177
1972		1,451	984	1,022	363	180
1973		1,330	902	976	321	154
1974		1,239	824	904	299	146
1975		1,167	746	850	281	124
1976		1,124	718	812	281	119
1977		1,095	702	782	273	110
1978		1,062	670	744	263	101
1979		990	604	690	234	89
1980		949	576	654	220	76

1/ Not available.
2/ After 1968, number of plants producing hard product. Number of counter freezers not available.

Prepared by the International Association of Ice Cream Manufacturers from data published by the U. S. Department of Agriculture.

HARD FROZEN PRODUCTION - TOTAL AND PER CAPITA
ICE CREAM AND RELATED PRODUCTS
1955-1980 1/

YEAR	TOTAL FOUR PRODUCTS 2/		ICE CREAM		ICE MILK		SHERBET		MELLORINE TYPE PRODUCTS	
	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts
1955	729,578	17.75	612,812	14.92	52,217	1.27	34,675	0.84	29,874	0.72
1960	838,990	18.65	678,383	15.08	80,073	1.78	37,931	0.84	42,603	0.95
1965	962,267	19.89	741,024	15.32	126,146	2.60	44,954	0.93	50,143	1.04
1970	959,399	18.85	736,741	14.47	134,240	2.64	47,643	0.94	40,775	0.80
1975	989,823	18.38	803,494	14.92	116,609	2.17	45,996	0.85	23,724	0.44
1978	948,245	17.08	792,096	14.27	96,108	1.73	46,102	0.83	13,939	0.25
1979	927,100	16.52	785,949	14.00	85,222	1.52	44,320	0.79	11,609	0.21
1980	937,437	16.52	801,876	14.13	81,889	1.44	43,745	0.77	9,927	0.18

1/ Breakdown between hard frozen and soft serve production not available prior to 1955.
2/ Includes ice cream, ice milk, sherbet and mellorine type products.

Prepared by the International Association of Ice Cream Manufacturers from data released by the U. S. Department of Agriculture.

HARD FROZEN PRODUCTION OF ICE CREAM AND RELATED PRODUCTS
BY REGIONS - 1980

REGION	ICE CREAM	ICE MILK	SHERBET	MELLORINE TYPE PRODUCTS	TOTAL FOUR PRODUCTS 1/
	(Thousand Gallons)				
New England	65,024	4,127	3,125	-	72,276
Mid Atlantic	132,799	8,644	5,931	-	147,374
E. N. Central	164,438	11,927	8,377	115	184,857
W. N. Central	81,869	9,858	4,695	1,249	97,671
South Atlantic	104,031	16,883	6,290	-	127,204
South Central	101,916	13,306	6,567	5,544	127,333
Mountain	33,764	2,774	1,986	276	38,800
Pacific	115,609	14,121	6,501	2,466	138,697
UNITED STATES 2/	801,876	81,889	43,745	9,927	937,437

1/ Includes ice cream, ice milk, sherbet and mellorine type products.
2/ Includes Alaska and Hawaii

Prepared by International Association of Ice Cream Manufacturers from data released by U. S. Department of Agriculture.

POTPOURRI

A recent study by IAICM revealed that significant changes have taken place in the marketing of ice cream and related products the past few years. Here are some of the facts contained in the study "Marketing Information on Ice Cream and Related Products."

HOUSEHOLD USAGE

Ice cream and related products continue to enjoy widespread consumer acceptance and are used in over 86% of the households in the United States.

SERVING OCCASIONS

There has been a shift in the serving occasions of these products from a dessert to a snack food. For the year 1977-78, these products were served on the following occasions:

	Percent of Total		
	Ice Cream	Ice Milk	Sherbet
Snack	53.2	45.9	47.3
Dessert	40.2	48.8	44.5
All Other	6.6	5.3	8.2
	100.0	100.0	100.0

Total dessert servings of all foods in American households decreased by nearly 43% during the past 15 years. Surprisingly, household snack servings decreased also, but by only 5%. However, dessert servings of ice cream, both as a snack and a dessert, decreased less than the average.

Ice cream, ice milk and sherbet now command 11.9% of the total dessert servings, compared to 10.4% 15 years earlier, and 11.52% of the total household snack servings as contrasted to 10.4%.

SUPERMARKET SALES

Supermarkets, grocery and convenience stores account for more than 80% of the sales of ice cream and related products.

Supermarket sales are broken down as follows:

Ice Cream Half Gallons	47.2%
Novelties	23.6
Ice Cream Gallons	9.6
Ice Cream Pints & Quarts	6.6
Ice Milk Half Gallons	5.8
Ice Milk Quarts	1.4
Other Prepackaged Items (Sherbet, Yogurt)	5.8
	100.0%

DIFFERENTIATION BY ICE CREAM QUALITY

There are no fixed standards or single definition to determine the quality of ice cream. The preference of consumers vary and the degree of quality will ultimately be the consumer's perception of the product. Milkfat, total solids, overrun, flavoring, promotion and packaging are all factors influencing consumers' preferences. In IAICM's recent study ice cream manufacturers were requested to position their products into four categories. Under this procedure, the following profile evolved:

	% of Market
Super Premium	11%
Premium	24
Regular	52
Economy	13
	100%

NOVELTIES

Quiescently Frozen	31%
Coated Ice Cream Bars with Sticks	19
Coated Ice Milk Bars with Sticks	9
Ice Cream and Ice Milk Sandwiches	15
Ice Cream and Ice Milk Cups	11
Cones	6
Ice Cream and Ice Milk Bars with Sticks	3
Others	6
	100%

ADVERTISING EXPENDITURES BY MEDIA

Television	43%
Newspapers	36
Radio	14
Billboards	4
Other	3
	100%

FOODSERVICE

About 8% of the total production of ice cream and related products is marketed through foodservice outlets and dispensed in the following manner:

	Percent of Foodservice Outlets Serving--		
Foodservice Outlets	Prepackaged Novelties Cups, Slices	Portioned from Bulk Container	Portioned from Mix Machine
Table Service Restaurants	23%	68%	9%
Limited Menu/Counter Carry-out Drive-in Restaurants	28	53	19
Hotels/Motels	12	76	12
Health Care Industry	64	31	5
Colleges/Universities	41	34	25
Elementary/Secondary Schools	58	21	21

PERCENTAGE OF HOUSEHOLDS USING SELECTED
SUPERMARKET PRODUCTS, 1979, DURING 30-DAY PERIOD

Product Category	Percent Using %
DAIRY PRODUCTS:	
Ice Cream, Ice Milk	86.4
Fresh Milk	90.4
American Pasteurized Processed Cheese	84.2
Natural Cheese	73.5
Cottage Cheese	67.5
Butter	63.4
Fresh Yogurt	29.4
Frozen Yogurt	14.3
OTHER FOOD PRODUCTS:	
Margarine	90.1
Cookies	77.2
Gelatin Desserts, Flavored	76.7
Potato Chips	78.7
Candy Bars	67.3
Colas, Carbonated Drinks	67.1
Puddings, Instant, Powdered	66.9
Toppings, Whipped	65.0
Pies Cakes, Pastries, Frozen	48.3
Pretzels	47.2
Cream Substitutes	32.6
Donuts, Frozen	21.4
Average, Selected Dairy Products	63.6
Average, 200 Grocery Products	52.2

Source: Progressive Grocer, 1980 Guide to Product Usage

ESTIMATED WHOLESALE VALUE OF
ICE CREAM PRODUCTS - 1980 1/

Product	Wholesale Value (Dollars)
Ice Cream	2,315,000,000
Ice Milk	648,000,000
Sherbet	110,000,000
Water Ices	29,000,000

1/ Estimated by the International Association of Ice Cream Manufacturers.

FLAVORS 1/

ICE CREAM - 10 TOP FLAVORS
(Hard Frozen)

1.	Vanilla	35.1%
2.	Chocolate	12.4
3.	Neapolitan	7.4
4.	Chocolate Chip	5.9
5.	Strawberry	5.6
6.	Vanilla Fudge	4.2
7.	Butter Pecan	2.7
8.	Cherry	2.5
9.	Butter Almond	1.6
10.	French Vanilla	1.4
	Others	21.2
		100.0%

ICE MILK - 5 TOP FLAVORS
(Hard Frozen)

1.	Vanilla	49.2%
2.	Chocolate	11.0
3.	Vanilla Fudge	7.2
4.	Neapolitan	6.1
5.	Strawberry	4.0
	Others	22.5
		100.0%

SHERBET - 5 TOP FLAVORS
(Hard Frozen)

1.	Orange	32.6%
2.	Rainbow	22.0
3.	Lime	13.4
4.	Raspberry	11.5
5.	Pineapple	10.7
	Others	9.8
		100.0%

1/ Additional information available in "Frozen Dessert Facts" published by International Association of Ice Cream Manufacturers, based on 1978 production.

PER CAPITA PRODUCTION OF HARD FROZEN PRODUCTS
ICE CREAM AND RELATED PRODUCTS
BY REGIONS - 1960-1980

Product & Year	New England	Mid Atlantic	E. N. Central	W. N. Central	South Atlantic	South Central	Mountain	Pacific	United States
				(Quarts)					
ICE CREAM									
1960	18.04	17.97	17.65	17.08	12.94	9.47	13.16	14.22	15.08
1965	19.95	17.45	17.97	17.96	13.27	9.50	12.83	14.87	15.32
1970	19.81	16.43	16.63	17.82	11.17	9.96	11.81	14.41	14.47
1975	24.45	14.52	16.86	17.94	12.08	11.48	10.92	15.69	14.92
1978	21.56	13.52	16.11	18.63	11.89	10.85	10.59	15.36	14.27
1979	21.11	13.64	15.22	19 38	11.39	10.61	11.87	15.30	14.00
1980	21.06	14.45	15.78	19.03	11.23	10.56	11.82	15.12	14.13
ICE MILK									
1960	0.50	0.33	0.97	2.72	2.81	2.25	2.15	3.50	1.78
1965	0.66	0.96	1.88	3.26	4.73	3.75	2.20	2.89	2.60
1970	0.99	1.51	2.24	3.95	4.16	3.35	1.96	2.39	2.64
1975	2.34	1.46	1.89	3.13	2.58	2.59	1.74	1.91	2.17
1978	1.82	1.25	1.43	2.26	2.37	1.79	1.64	1.63	1.73
1979	1.56	1.06	1.23	2.40	1.94	1.52	1.15	1.63	1.52
1980	1.33	0.94	1.14	2.29	1.82	1.38	0.97	1.85	1.44
SHERBET									
1960	0.95	0.58	0.97	0.79	0.79	0.76	0.90	1.21	0.84
1965	1.20	0.72	1.02	0.83	0.88	0.89	0.89	1.18	0.93
1970	1.22	0.69	1.07	0.90	0.65	0.87	0.89	1.17	0.94
1975	1.04	0.61	0.97	0.99	0.79	0.79	0.70	1.05	0.85
1978	0.97	0.60	0.91	1.00	0.78	0.76	0.70	0.93	0.83
1979	0.93	0.57	0.88	1.13	0.73	0.67	0.73	0.91	0.79
1980	1.01	0.65	0.80	1.09	0.68	0.68	0.70	0.85	0.77
MELLORINE									
1960	-	-	0.31	1.01	0.03	3.24	0.36	2.25	0.95
1965	-	-	0.20	0.78	0.02	3.49	0.74	2.85	1.04
1970	-	-	0.16	0.41	-	2.51	0.43	2.22	0.80
1975	-	-	0.05	0.15	-	1.47	0.22	1.06	0.44
1978	-	-	0.02	0.36	-	0.84	-	0.51	0.25
1979	-	-	0.02	0.35	-	0.67	0.10	0.40	0.21
1980	-	-	0.01	0.29	-	0.57	0.10	0.32	0.18

Prepared by the International Association of Ice Cream Manufacturers from data released by the U. S. Department of Agriculture and population estimates from Bureau of the Census, U. S. Department of Commerce.

PERCENTAGE OF HARD FROZEN PRODUCTION SOLD AS
ICE CREAM, ICE MILK, SHERBET AND MELLORINE
BY REGIONS - 1960-1980

Product & Year	New England	Mid Atlantic	E. N. Central	W. N. Central	South Atlantic	South Central	Mountain	Pacific	United States
				(Percent)					
ICE CREAM									
1960	93	95	89	79	78	60	79	67	81
1965	92	91	85	79	70	54	77	68	77
1970	90	88	83	77	70	60	78	71	77
1975	88	87	85	81	78	70	80	80	81
1978	89	88	87	85	79	76	82	83	84
1979	89	89	88	84	81	79	86	84	85
1980	90	90	89	84	82	80	87	83	85
ICE MILK									
1960	2	2	5	12	17	14	13	16	10
1965	3	5	9	14	25	21	13	13	13
1970	4	8	11	17	26	20	13	12	14
1975	8	9	10	14	17	16	13	10	12
1978	7	8	8	10	16	13	13	9	10
1979	7	7	7	10	14	11	8	9	9
1980	6	6	6	10	13	10	7	10	9
SHERBET									
1960	5	3	5	4	5	5	6	6	4
1965	5	4	5	4	5	5	5	6	5
1970	6	4	5	4	4	5	6	6	5
1975	4	4	5	4	5	5	5	5	5
1978	4	4	5	5	5	5	5	5	5
1979	4	4	5	5	5	5	5	5	5
1980	4	4	5	5	5	5	5	5	5
MELLORINE									
1960	-	-	1	5	-	21	2	11	5
1965	-	-	1	3	-	20	5	13	5
1970	-	-	1	2	-	15	3	11	4
1975	-	-	-	1	-	9	2	5	2
1978	-	-	-	-	-	6	-	3	1
1979	-	-	-	1	-	5	1	2	1
1980	-	-	-	1	-	5	1	2	1

Prepared by the International Association of Ice Cream Manufacturers from data released by the U. S. Department of Agriculture.

SOFT SERVE PRODUCTION - TOTAL AND PER CAPITA
ICE CREAM AND RELATED PRODUCTS
1955-1980 1/

YEAR	TOTAL FOUR PRODUCTS 2/		ICE CREAM		ICE MILK		SHERBET		MELLORINE TYPE PRODUCTS	
	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts
1955	58,758	1.44	15,713	0.38	37,968	0.93	2,690	0.07	2,387	0.06
1960	91,740	2.04	21,222	0.47	65,104	1.45	2,803	0.06	2,611	0.06
1965	124,343	2.57	15,976	0.33	104,846	2.17	495	0.01	3,026	0.06
1970	189,761	3.72	24,991	0.49	152,423	2.99	1,244	0.02	11,103	0.22
1975	224,098	4.16	33,058	0.61	182,180	3.38	2,546	0.05	6,314	0.12
1978	241,476	4.35	23,264	0.42	213,955	3.85	1,932	0.04	2,325	0.04
1979	241,430	4.30	25,130	0.45	211,431	3.77	804	0.01	4,065	0.07
1980	243,287	4.29	27,922	0.49	210,660	3.71	1,442	0.03	3,263	0.06

1/ Breakdown between hard frozen and soft serve production not available prior to 1955.
2/ Includes ice cream, ice milk, sherbet and mellorine type products.

Prepared by the International Association of Ice Cream Manufacturers from data released by the U. S. Department of Agriculture.

SOFT SERVE PRODUCTION OF ICE CREAM AND RELATED PRODUCTS
BY REGIONS - 1980

REGION	ICE CREAM	ICE MILK	SHERBET	MELLORINE TYPE PRODUCTS	TOTAL FOUR PRODUCTS 1/
			(Thousand Gallons)		
New England	2,461	10,491	-	-	12,952
Mid Atlantic	16,321	19,983	220	18	36,542
E. N. Central	3,412	52,060	389	1,244	57,105
W. N. Central	471	21,560	241	606	22,878
South Atlantic	2,610	34,043	383	197	37,233
South Central	2,009	28,997	133	1,164	32,303
Mountain	324	14,343	11	34	14,712
Pacific	314	27,699	65	-	28,078
UNITED STATES 2/	27,922	210,660	1,442	3,263	243,287

1/ Includes ice cream, ice milk, sherbet and mellorine type products.
2/ Includes Alaska and Hawaii.

Prepared by International Association of Ice Cream Manufacturers from data released by U. S. Department of Agriculture.

PER CAPITA AND PERCENT OF PRODUCTION OF SOFT SERVE PRODUCTS
ICE CREAM AND ICE MILK
BY REGIONS - 1960-1980

Product & Year	New England	Mid Atlantic	E. N. Central	W. N. Central	South Atlantic	South Central	Mountain	Pacific	United States
				(Quarts per Capita)					
ICE CREAM									
1960	0.40	1.74	0.29	0.03	0.29	0.05	0.05	0.03	0.47
1965	0.11	1.29	0.22	0.04	0.13	0.07	0.05	0.02	0.33
1970	1.01	1.53	0.23	0.12	0.19	0.22	0.09	0.21	0.49
1975	0.27	1.75	0.54	1.29	0.25	0.23	0.04	0.08	0.61
1978	0.72	1.49	0.22	0.13	0.30	0.14	0.08	0.02	0.42
1979	0.97	1.70	0.20	0.04	0.29	0.05	0.15	0.09	0.45
1980	0.80	1.78	0.33	0.11	0.28	0.21	0.11	0.04	0.49
ICE MILK									
1960	1.00	0.53	1.64	2.70	1.16	1.36	2.77	1.98	1.45
1965	1.44	1.05	2.62	3.33	1.79	1.79	3.27	3.32	2.17
1970	2.66	1.81	3.65	4.29	2.50	2.15	4.60	4.16	2.99
1975	3.00	1.94	4.60	4.57	3.28	2.55	3.44	4.04	3.38
1978	3.49	2.16	5.17	5.28	3.60	3.07	4.50	4.13	3.85
1979	3.50	2.04	5.12	4.94	3.68	3.11	5.04	3.89	3.77
1980	3.40	2.17	5.00	5.01	3.68	3.00	5.02	3.62	3.71
				(Percent)					
ICE CREAM									
1960	29	76	13	1	20	3	2	2	23
1965	7	55	8	1	7	3	2	1	13
1970	27	46	6	3	7	7	2	5	13
1975	8	47	10	21	7	7	1	2	15
1978	17	41	4	2	8	4	2	1	10
1979	22	45	4	1	7	2	3	2	10
1980	19	45	6	2	7	6	2	1	11
ICE MILK									
1960	71	23	75	99	80	77	98	98	71
1965	93	44	92	99	93	79	98	99	84
1970	72	54	86	92	93	67	98	94	80
1975	92	52	87	76	91	76	99	96	81
1978	81	58	94	96	92	92	98	97	88
1979	78	54	94	95	92	92	96	98	88
1980	81	55	91	94	91	90	97	99	87

Prepared by the International Association of Ice Cream Manufacturers from data released by the U. S. Department of Agriculture.

HIGHLIGHTS—CANADA

1 9 8 0

Total production of ice cream in Canada increased 1.2% in 1980. Hard ice cream increased 1.69% while soft production continued its decline with a reported 6.65% decrease. Hard ice cream now accounts for 95% of the total production.

The highest per capita production of ice cream is reported in Manitoba with 20.35 liters, followed by Alberta with 15.03 and British Columbia with 14.60 liters. Per capita production of all frozen desserts in Canada was 15.77 liters

Ice milk production increased 2.46% after experiencing a 20% decline in 1979. Water ices increased 1.41% for the year while sherbet decreased 13.48%.

Statistics Canada is now using a new data base for reporting milkshake base (from which freezer-made milkshake is derived by applying a 40% overrun). Although a comparison cannot be made between 1980 and 1979 production, Statistics Canada advises there was a good increase in the output of this product in 1980.

July continues as the largest producing month for ice cream with 12.4% of total production, while November ranked as the lowest with 6.0% of the total.

Production Changes - 1980

	Production 1980 1/ (Liters) 2/	% Change from 1979 %	Per Capita Production 1980 (Liters) 2/	% Change from 1980 %
Ice Cream - Hard	294,639,000	+ 1.69	12.68	+ 1.12
Ice Cream - Soft	16,730,000	- 6.65	0.72	- 7.18
Total Ice Cream	311,369,000	+ 1.20	13.40	+ 0.60
Ice Milk	12,446,000	+ 2.46	0.54	+ 1.87
Freezer-made Milkshake 3/	26,463,000	4/	1.14	4/
Water Ices	12,924,000	+ 1.41	0.56	+ 0.83
Sherbet	3,170,000	-13.48	0.14	-13.98
TOTAL ALL PRODUCTS	366,372,000	4/	15.77	4/

1/ Excludes production in Newfoundland and Prince Edward Island.
2/ One U.S. quart equivalent to .946 liter.
3/ Freezer-made milkshake derived by applying 40% overrun to milkshake mix.
4/ New data base for milkshake mix was used in 1980 and a percentage change from 1979 is not available.

Prepared by the International Association of Ice Cream Manufacturers from data released by Statistics Canada.

HARD AND SOFT PRODUCTION OF ICE CREAM - CANADA
BY PROVINCES - 1978-1979-1980

Province	Year	Production			Percent	
		Hard	Soft	Total	Hard	Soft
		(Thousand Liters) 1/				
Alberta	1978	25,682	4,680	30,362	85	15
	1979	29,794	3,556	33,350	89	11
	1980	28,675	2,678	31,353	91	9
British Columbia	1978	31,326	4,005	35,331	89	11
	1979	33,428	4,174	37,602	89	11
	1980	34,103	4,481	38,584	88	12
Manitoba	1978	16,798	2,041	18,839	89	11
	1979	17,810	1,758	19,568	91	9
	1980	19,038	1,903	20,941	91	9
New Brunswick	1978	8,016	387	8,403	95	5
	1979	7,809	397	8,206	95	5
	1980	7,243	297	7,540	96	4
Nova Scotia	1978	9,482	935	10,417	91	9
	1979	10,992	907	11,899	92	8
	1980	10,927	872	11,799	93	7
Ontario	1978	81,581	1,508	83,089	98	2
	1979	104,763	1,836	106.599	98	2
	1980	109,449	1,970	111,419	98	2
Quebec	1978	67,672	6,055	73,727	92	8
	1979	75,357	3,628	78,985	95	5
	1980	75,951	2,976	78,927	96	4
Saskatchewan	1978	9,626	1,635	11,261	85	15
	1979	9,795	1,665	11,460	85	15
	1980	9,253	1,553	10,806	86	14
CANADA 2/	1978	250,183	21,246	271,429	92	8
	1979	289,748	17,921	307,669	94	6
	1980	294,639	16,730	311,369	95	5

1/ One U. S. quart equivalent to .946 liter.
2/ Excludes production in Newfoundland and Prince Edward Island

Prepared by the International Association of Ice Cream Manufacturers from data released by Statistics Canada

International Statistics

This section includes data for 56 countries. In some countries, production is reported only by the larger manufacturers and no estimates are available for the output by small establishments. In such instances, the computed production per capita is incomplete, but the reported figures indicate trends.

Country and Product	Annual Production: In Reported Units	Annual Production: Converted to U.S. Gallons	Per Capita Production: In Reported Units	Per Capita Production: Converted to U. S. Pints
ARGENTINA - 1979	(Liters)		(Liters)	
Ice Cream	28,900,000	7,635,000	1.09	2.29
Ice Milk	4,600,000	1,215,000	0.17	0.36
Sherbet & Water Ices	4,400,000	1,162,000	0.17	0.36
Other (Napolitan)	6,100,000	1,611,000	0.22	0.47
Total	44,000,000	11,623,000	1.65	3.48
AUSTRALIA - 1980	(Liters)		(Liters)	
Ice Cream	215,702,000	56,989,000	14.76	31.16
Milk Ices 1/	30,750,000	8,124,000	2.10	4.43
Water Ices	17,636,000	4,659,000	1.21	2.55
Other Frozen Products	12,505,000	3,304,000	0.86	1.82
Total	276,593,000	73,076,000	18.93	39.96
AUSTRIA - 1980	(Liters)		(Liters)	
Ice Cream	43,000,000	11,361,000	5.70	12.05
BANGLADESH - 1979	(Metric Tons)		(Kilograms)	
Ice Cream	250	122,500	-	-
Water Ices	6,000	2,940,000	0.07	0.27
Total	6,250	3,062,500	0.07	0.27
BELGIUM - 1980	(Liters)		(Liters)	
Ice Cream (Over 9% Fat)	48,699,000	12,865,000	4.94	10.44
Ice Cream (7% to 9% Fat)	2,540,000	671,000	0.26	0.55
Ice Milk	872,000	230,000	0.09	0.19
Total	52,111,000	13,766,000	5.29	11.18
BRAZIL - 1980	(Liters)		(Liters)	
Ice Cream Sales	66,657,000	17,611,000	0.56	1.18
Ice Milk Sales	23,862,000	6,304,000	0.20	0.42
Sherbet & Water Ices	8,463,000	2,236,000	0.07	0.15
Total	98,982,000	26,151,000	0.83	1.75
CANADA - 1980	(Liters)		(Liters)	
Ice Cream	311,369,000	82,264,000	13.40	28.32
Freezer-made Milkshake 2/	26,463,000	6,992,000	1.14	2.41
Ice Milk	12,446,000	3,288,000	0.54	1.13
Sherbet	3,170,000	837,000	0.14	0.29
Water Ices	12,924,000	3,415,000	0.56	1.18
Total	366,372,000	96,796,000	15.77	33.33
CHILE - 1977	(Liters)		(Liters)	
Ice Cream	32,000,000	8,454,000	2.92	6.17
Water Ices	36,000,000	9,511,000	3.28	6.94
Total	68,000,000	17,965,000	6.20	13.11
COLOMBIA - 1980	(Metric Tons)		(Kilograms)	
Ice Cream	10,783	5,283,670	0.40	1.57
COSTA RICA - 1978	(Liters)		(Liters)	
Ice Cream	8,279,680	2,187,749	3.89	8.21
DENMARK - 1980	(Liters)		(Liters)	
Ice Cream	36,371,000	9,609,000	7.09	14.97
Water Ices	3,400,000	898,000	0.66	1.39
Total	39,771,000	10,507,000	7.75	16.36
DOMINICAN REPUBLIC - 1978	(Kilograms)		(Kilograms)	
Ice Cream	3,758,190	1,841,400	0.73	2.86

Country and Product	ANNUAL PRODUCTION In Reported Units	ANNUAL PRODUCTION Converted to U.S. Gallons	PER CAPITA PRODUCTION In Reported Units	PER CAPITA PRODUCTION Converted to U. S. Pints
ECUADOR - 1977	(Kilograms)		(Kilograms)	
Ice Cream	4,500,000	2,205,000	0.63	2.47
Ice Milk	1,500,000	735,000	0.21	0.82
Sherbet & Water Ices	2,000,000	735,000	0.28	0.82
Total	8,000,000	3,675,000	1.12	4.11
EGYPT - 1980	(Metric Tons)		(Kilograms)	
Ice Cream	15,000	7,350,000	0.36	1.41
Ice Milk	1,000	490,000	0.02	0.08
Sherbet & Water Ices	2,000	980,000	0.04	0.16
Total	18,000	8,820,000	0.42	1.65
EL SALVADOR - 1976	(Liters)		(Liters)	
Ice Cream	1,293,000	342,000	0.30	0.64
Ice Cream Sticks, etc.	6,255,000	1,653,000	1.47	3.10
Total	7,548,000	1,995,000	1.77	3.74
FINLAND - 1973	(Liters)		(Liters)	
Ice Cream 3/	35,600,000	9,406,000	7.67	16.22
FRANCE - 1980	(Liters)		(Liters)	
Ice Cream, Industrial	154,000,000	40,687,000	2.87	6.06
Other Production	80,000,000	21,136,000	1.49	3.15
Total	234,000,000	61,823,000	4.36	9.21
WEST GERMANY - 1980	(Liters)		(Liters)	
Ice Cream	234,454,000	61,943,000	3.82	8.08
Ice Milk	62,618,000	16,544,000	1.02	2.12
Sherbet & Water Ices	27,048,000	7,146,000	0.44	0.95
Total Industrial Production	324,120,000	85,633,000	5.28	11.15
Small Establishments	80,700,000	21,321,000	1.32	2.78
Total	404,820,000	106,954,000	6.60	13.93
GREECE - 1980				
Ice Cream		13,500,000		11.36
GUATEMALA - 1975				
Ice Cream		1,368,000		1.85
Novelties & Sherbet		2,191,000		2.96
Total		3,559,000		4.81
HONG KONG - 1978				
Ice Cream		4,536,000		7.72
Sherbet		73,000		0.13
Water Ices		892,500		1.52
Total		5,501,500		9.37
ICELAND - 1973	(Liters)		(Liters)	
Ice Cream	993,262	262,400	4.71	9.95
Ice Milk	5,180	1,400	0.02	0.05
Ice Milk Mixtures	217,757	57,500	1.03	2.18
Total	1,216,199	321,300	5.76	12.18
INDIA - 1980	(Metric Tons)		(Kilograms)	
Ice Cream	232,000	113,680,000	0.34	1.33
INDONESIA - 1973	(Liters)		(Liters)	
Ice Cream	2,118,000	560,000	0.02	0.03
IRAN - 1978	(Metric Tons)		(Kilograms)	
Ice Cream	10,615	5,201,000	0.28	1.09

Country and Product	ANNUAL PRODUCTION In Reported Units	ANNUAL PRODUCTION Converted to U.S. Gallons	PER CAPITA PRODUCTION In Reported Units	PER CAPITA PRODUCTION Converted to U. S. Pints
IRELAND - 1979	(Liters)		(Liters)	
Ice Cream	25,600,000	6,764,000	7.88	16.65
ITALY - 1980	(Liters)		(Liters)	
Ice Cream	200,000,000	52,840,000	3.50	7.39
IVORY COAST - 1979	(Liters)		(Liters)	
Ice Cream 4/	138,000	36,460	0.02	0.03
Sherbet 4/	50,000	13,210	0.01	0.02
Total	188,000	49,670	0.03	0.05
JAPAN - 1979	(Liters)		(Liters)	
Ice Cream	101,600,000	26,842,000	0.88	1.85
Ice Milk	32,500,000	8,587,000	0.28	0.59
Imitation Ice Cream	210,000,000	55,482,000	1.81	3.82
Sherbet & Water Ices	286,100,000	75,588,000	2.46	5.20
Total	630,200,000	166,499,000	5.43	11.46
KOREA - 1980	(Metric Tons)		(Kilograms)	
Ice Cream	52,596	25,772,000	1.38	5.41
LEBANON - 1978				
Dairy Ice Cream		350,000		1.05
Other Ice Cream		10,000		0.03
Water Ices		500,000		1.50
Arabic Ice Cream		200,000		0.60
Sherbet		300,000		0.90
Total		1,360,000		4.08
LIBERIA - 1978	(Liters)		(Liters)	
Ice Cream 4/	149,448	39,484	0.09	0.18
MALAYSIA - 1975	(Liters)		(Liters)	
Ice Cream	3,024,000	798,900	0.25	0.53
Bars & Popsicles	4,121,000	1,088,800	0.35	0.74
Total	7,145,000	1,887,700	0.60	1.27
MEXICO - 1980	(Liters)		(Liters)	
Ice Cream	70,000,000	18,494,000	1.01	2.13
Sherbet & Water Ices	10,250,000	2,708,000	0.15	0.31
Total	80,250,000	21,202,000	1.16	2.44
MOROCCO - 1978	(Liters)		(Liters)	
Ice Cream & Related Products	5,000,000	1,321,000	0.27	0.58
NEPAL - 1973	(Metric Tons)		(Kilograms)	
Ice Cream	1,000	490,000	0.08	0.32
NETHERLANDS - 1980	(Liters)		(Liters)	
Ice Cream, Industrial	42,696,000	11,280,000	3.02	6.39
Other Commercial Production	33,000,000	7,719,000	2.33	4.94
Total	75,696,000	19,999,000	5.35	11.33
NEW ZEALAND - 1979	(Liters)		(Liters)	
Ice Cream	53,489,000	14,132,000	15.96	33.69
Frozen Confections	5,725,000	1,513,000	1.71	3.61
Total	59,214,000	15,645,000	17.67	37.30
NIGERIA - 1980	(Liters)		(Liters)	
Ice Cream	2,200,000	581,000	0.03	0.07

Country and Product	ANNUAL PRODUCTION In Reported Units	ANNUAL PRODUCTION Converted to U.S. Gallons	PER CAPITA PRODUCTION In Reported Units	PER CAPITA PRODUCTION Converted to U. S. Pints
NORWAY - 1980	(Liters)		(Liters)	
Ice Cream	32,010,000	8,457,000	8.00	16.89
Soft Ice Cream	2,077,000	548,700	0.52	1.10
Sherbet	1,793,000	473,700	0.45	0.95
Total	35,880,000	9,479,400	8.97	18.94
PAKISTAN - 1980	(Metric Tons)		(Kilograms)	
Ice Cream	21,200	10,388,000	0.26	1.02
Ice Milk	3,770	1,847,000	0.05	0.20
Sherbet	8,500	4,165,000	0.10	0.39
Total	33,470	16,400,000	0.41	1.61
PERU - 1978	(Metric Tons)		(Kilograms)	
Ice Cream & Ice Milk	4,672	2,289,300	0.28	1.10
Water Ices	970	475,300	0.06	0.23
Total	5,642	2,764,600	0.34	1.33
PHILIPPINES - 1975				
Ice Cream 3/		3,940,000		0.74
POLAND - 1980	(Metric Tons)		(Kilograms)	
Ice Cream	41,500	20,335,000	1.17	4.59
PORTUGAL - 1980	(Metric Tons)		(Kilograms)	
Ice Cream	4,467	2,188,800	0.45	1.76
SOUTH AFRICA - 1979	(Liters)		(Liters)	
Ice Cream	12,060,000	3,170,000	0.43	0.90
Ice Milk	2,300,000	608,000	0.08	0.17
Sherbet	34,400,000	9,088,000	1.22	2.59
Others	8,800,000	2,325,000	0.31	0.66
Total	57,500,000	15,191,000	2.04	4.32
SPAIN - 1980	(Metric Tons)		(Kilograms)	
Ice Cream 5/	26,750	13,107,500	0.72	2.82
Ice Milk & Milk Base Beverages 5/	66,500	32,585,000	1.77	6.94
Total	93,250	45,692,500	2.49	9.76
SWEDEN - 1980	(Liters)		(Liters)	
Ice Cream	93,510,000	24,705,000	11.23	23.71
Water Ices	5,040,000	1,332,000	0.60	1.27
Ice Cream Mixes 6/	8,230,000	2,174,000	0.99	2.09
Total	106,780,000	28,211,000	12.82	27.07
SWITZERLAND - 1980	(Liters)		(Liters)	
Ice Cream & Related Products	43,412,000	11,469,000	6.89	14.55
TAIWAN - 1980				
Ice Cream		5,675,344		2.55
Ice Cream Sticks & Novelties		2,603,981		1.17
Total		8,279,325		3.72
TURKEY - 1980	(Liters)		(Liters)	
Ice Cream & Related Products	39,980,000	10,563,000	0.89	1.88
UNITED KINGDOM - 1980	(Liters)		(Liters)	
Bulk Ice Cream	85,700,000	22,642,000	1.53	3.23
Prepacked for Retail	98,200,000	25,944,000	1.76	3.72
Total	183,900,000	48,586,000	3.29	6.95

Country and Product	ANNUAL PRODUCTION In Reported Units	ANNUAL PRODUCTION Converted to U.S. Gallons	PER CAPITA PRODUCTION In Reported Units	PER CAPITA PRODUCTION Converted to U. S. Pints
URUGUAY -1979	(Kilograms)		(Kilograms)	
Ice Cream & Sherbet	2,600,000	1,274,000	0.93	3.63
USSR - 1979	(Metric Tons)		(Kilograms)	
Ice Cream	161,683	79,225,000	0.61	2.40
VENEZUELA - 1980	(Liters)		(Liters)	
Ice Cream	10,055,066	2,656,548	0.68	1.44
Ice Milk	24,166,129	6,384,691	1.64	3.46
Sherbet & Water Ices	8,494,297	2,244,193	0.58	1.22
Total	42,715,492	11,285,432	2.90	6.12
YUGOSLAVIA - 1980	(Metric Tons)		(Kilograms)	
Ice Cream, Industrial	14,974	7,337,000	0.67	2.63
Small Establishments	1,500	735,000	0.07	0.27
Total	16,474	8,072,000	0.74	2.90

1/ Includes aerated milk-based confections and milk-based mixes for soft serves and thick shakes
2/ Freezer-made milkshake derived by applying 40% overrun to milkshake mix.
3/ Does not include production by small establishments.
4/ Includes imported ice cream and sherbet.
5/ Production by establishments processing over one million liters of milk per year.
6/ Converted into ready-made soft ice cream.

CONVERSION FACTORS:

1 Liter = .2642 U. S. Gallons
= 2.1114 U. S. Pints

1 U. S. Gallon of Ice Cream or Ice Milk = 4.5 pounds
1 U. S. Gallon of Sherbet or Water Ices = 6.0 pounds

1 Kilogram = 2.205 pounds
= .4900 U. S. Gallons of Ice Cream or Ice Milk
= .3675 U. S. Gallons of Sherbet or Water Ices
= 3.920 U. S. Pints of Ice Cream or Ice Milk
= 2.940 U. S. Pints of Sherbet or Water Ices

1 Metric Ton (1,000 Kilograms) = 2,205 pounds
= 490.0 U. S. Gallons of Ice Cream or Ice Milk
= 367.5 U. S. Gallons of Sherbet or Water Ices

1 Imperial Gallon = 1.201 U. S. Gallons

Prepared by the International Association of Ice Cream Manufacturers from data supplied by Agricultural Attaches of the U. S. Department of Agriculture, or from government or trade statistics.

PRODUCTION OF ICE CREAM AND RELATED PRODUCTS - CANADA
1971-1980 1/

Year	Total	Ice Cream Hard	Soft	Freezer-made Milkshake 2/	Ice Milk	Sherbet	Water Ices
				(Thousand Liters) 3/			
1971	272,439	254,591	17,848	10,826	7,901	3,519	12,847
1972	276,917	258,851	18,066	9,369	13,674	3,701	13,588
1973	275,175	256,954	18,221	10,304	13,879	3,914	15,402
1974	277,744	259,164	18,580	12,003	11,429	3,841	11,583
1975	287,232	266,515	20,717	11,820	12,675	3,337	12,602
1976	279,571	258,850	20,721	13,219	14,084	3,578	11,665
1977	291,173	269,637	21,536	15,364	15,219	3,122	11,398
1978	271,429	250,183	21,246	14,718	15,158	3,528	11,786
1979	307,669	289,748	17,921	14,237	12,147	3,664	12,744
1980	311,369	294,639	16,730	26,463 4/	12,446	3,170	12,924

1/ Excludes production in Newfoundland and Prince Edward Island
2/ Freezer-made milkshake derived by applying 40% overrun to milkshake mix.
3/ One U.S. quart equivalent to .946 liter.
4/ The 1980 data for freezer-made milkshake do not compare with prior years as a new data base for this product is now being used.

Prepared by the International Association of Ice Cream Manufacturers from data released by Statistics Canada.

MONTHLY PRODUCTION OF ICE CREAM AND RELATED PRODUCTS - CANADA

1980 1/

Month	Total	Ice Cream		Freezer-made Milkshake 2/	Ice Milk	Sherbet	Water Ices
		Hard	Soft				
				(Thousand Liters) 3/			
January	19,112	18,662	450	1,281	400	260	349
February	19,221	18,732	489	1,525	438	251	568
March	24,329	23,648	681	1,849	834	334	1,213
April	25,847	24,347	1,500	1,970	1,149	301	1,615
May	31,612	29,519	2,093	3,480	1,593	314	2,179
June	35,086	32,287	2,799	2,801	1,878	320	2,677
July	38,683	35,471	3,212	2,965	2,033	444	1,756
August	33,012	30,461	2,551	2,978	1,603	258	1,230
September	24,811	23,569	1,242	2,365	986	205	551
October	20,716	19,907	809	1,940	554	202	235
November	18,752	18,285	467	1,506	499	140	329
December	20,188	19,751	437	1,803	479	141	222
YEAR	311,369	294,639	16,730	26,463	12,446	3,170	12,924

1/ Excludes production in Newfoundland and Prince Edward Island.

2/ Freezer-made milkshake derived by applying 40% overrun to milkshake. 1980 data do not compare with prior years as a new data base is being used for this product.

3/ One U. S. quart equivalent to .946 liter.

Prepared by the International Association of Ice Cream Manufacturers from data released by Statistics Canada.

PER CAPITA PRODUCTION OF ICE CREAM - CANADA
BY PROVINCES - 1970-1980

Province	1970	1975	1977	1978	1979	1980
			(Liters) 1/			
Alberta	16.06	17.12	16.34	15.54	16.39	15.03
British Columbia	13.26	13.71	14.46	13.95	14.50	14.60
Manitoba	15.41	18.65	18.32	18.24	19.04	20.35
New Brunswick	13.54	14.01	13.17	12.07	11.69	10.64
Nova Scotia	14.97	15.60	12.66	12.37	13.99	13.83
Ontario	12.80	11.22	12.04	9.83	12.51	12.99
Quebec	12.17	12.46	11.68	11.73	12.57	12.51
Saskatchewan	12.44	12.69	12.31	11.89	11.91	11.14
CANADA 2/	13.13	13.06	12.92	11.93	13.32	13.40

1/ One U. S. quart equivalent to .946 liter.
2/ Excludes production and population for Newfoundland and Prince Edward Island.

Prepared by the International Association of Ice Cream Manufacturers from data released by Statistics Canada.